

CLAIMS

What is claimed is:

1. A associate web site shopping method implemented in a main web site, comprising the steps of:

5 providing the consumer a hyperlink element linking to the associate web site;

 transmitting a consumer ID and a confirmation code to the associate web site
 for verifying the consumer's identity when the consumer selects the hyperlink
 element;

10 receiving trade information transmitted from the associate web site that is
 related to a purchase action performed by the consumer regarding a commodity
 sold at the associate web site;

 billing to the consumer according to the trade information; and

 placing an order with the associate web site whereby the associate web site
 sends out the commodity according to the trade information.

15 2. The method of claim 1 further comprising the step of accepting the bill according
 to the trade information from the associate web site.

 3. The method of claim 1 further comprising the step of providing the associate web
 site a confirmation mechanism for the associate web site to verify the consumer's identity
 before transmitting the ID and the confirmation code to the associate web site.

20 4. The method of claim 1 further comprising the step of accepting a confirmation
 message regarding the confirmation code from the associate web site after transmitting the
 ID and the confirmation code to the associate web site.

 5. The method of claim 1, wherein the trade information includes the ID, the

confirmation code, the commodity data, and the commodity quantity.

6. The method of claim 1, wherein

the main web site further stores the receiver's name and the receiver's address;
and

5 the associate web site sends out the commodity according to the receiver's
name and the receiver's address.

7. A associate web site shopping method implemented in the associate web site, the
method comprising the steps of:

10 receiving a consumer ID and a confirmation code transmitted from a main web
site;

verifying the consumer's identity using the consumer ID and the confirmation
code to verify that the consumer is hyperlinked from the main web site;

receiving a purchase action performed by the consumer about a commodity;

15 transmitting trade information related to the purchase action to the main web
site;

receiving an order transmitted from the main web site; and

sending out the commodity according to the trade information.

8. The method of claim 7 further comprising the step of billing to the main web site
according to the trade information.

20 9. The method of claim 7 further comprising the step of transmitting a confirmation
message to the main web site after receiving the receiver's ID and the confirmation code.

10. The method of claim 7, wherein the trade information includes the ID, the

confirmation code, the commodity data, and the commodity quantity.

11. The method of claim 1, wherein

the main web site further stores the receiver's name and the receiver's address;
and

5 the associate web site sends out the commodity according to the receiver's
name and the receiver's address.